



TRADE BROCHURE 2024 - EDITION 1



**90+**  
GREAT  
TASTE  
AWARDS

# CONTENTS



## OUR STORY

See pages 3-5



## AIRLINE

See pages 16-17



## GOURMET POPCORN

See pages 6-7



## GOURMET GIFTING

See pages 18-27



## CHOCOLATE POPCORN

See pages 8 - 11



## MAKE YOUR OWN SELECTION

See pages 28-31



## CONVENIENCE & IMPULSE

See pages 12-13



## EVENTS & BESPOKE

See pages 32-33



## CARAMEL SAUCES

See pages 14-15



## RETAILER PLANOGRAMS & POS

See pages 34-38



# OUR STORY

Hello! Welcome to the world of Joe & Seph's - a family run business obsessed with all things popcorn.

Started by myself (Joe), my wife and sons in 2010, I first discovered flavoured popcorn on a trip to the USA. Inspired, I decided to shake things up when I got back to London. Cue hours of late-night tasting sessions in our family kitchen and Joe & Seph's was born!

Today, my team of skilled pastry chefs and I still handmade every gourmet batch in our London kitchens, where we use a tasty blend of the finest all-natural ingredients, and are proud to have won over 95 Great Taste Awards!



Joe

## HANDMADE IN GREAT BRITAIN

Our gourmet collection is all handmade in small batches by Joe & his skilled team of pastry chefs in our London Kitchens.



## MORE GREAT TASTE AWARDS THAN ANY OTHER POPCORN BRAND

We only use the finest, natural ingredients and have racked up over 90 Great Taste Awards and counting!



## BEST RANGE VARIETY

We have an unrivalled range to suit all your needs. Including confectionary, snack bars, sauces and over 80 gourmet popcorn flavours!



## BRAND LOVE

Over the last 13 years, we've become a much loved brand and now have a HUGE (and very loyal!) online following - your customers will be very happy you stock Joe & Seph's!



## OUR MOST PRESTIGIOUS AWARD YET!

We're proud to have won a Queen's Award for Enterprise - the most prestigious business award in the UK. Helping put Britain on the map for fine food around the world!



## 5 STAR CUSTOMER SERVICE



We also offer marvellous POS materials and first rate support for all our customers. We have 5,000+ independent customer reviews and a 4.8/5 average star rating.

**"THE 'WILLY WONKA' OF POPCORN."**

**EVENING STANDARD**



# OUR PERFECT PROCESS

Since 2010, we've been perfecting our handmade popcorn process, and are thrilled to be **the greatest tasting popcorn brand!\***



\*Joe & Seph's is proud to have won more Great Taste Awards than any other popcorn brand!

# SUSTAINABILITY

We strive to do what's best, not only for our customers but for our planet. We endeavour to source sustainably, with recyclable packaging where possible, as well as strive to reduce food waste & surplus stock.

We know there's still a long way to go and are always testing the latest packaging options to ensure we are working towards a more sustainable future.

We source as many ingredients from the UK as possible.

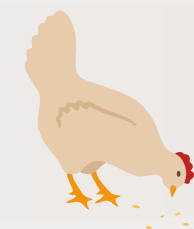


We use FSC certified paper for our headercards, and our pouches can be recycled at larger supermarkets.

We've introduced the option to order & collect from us in bulk with zero packaging for offices and catering needs.



To reduce food waste, all unpoped kernels and popcorn hulls from sifting are sent to a local chicken farm.





















































































































































































































































We also donate all products near to end of life to The Felix Project other local charities.



All cardboard and office paper waste is processed for recycling on site.

## OUR FLAVOURS

TASTE			PACKAGING				DIETARY			
COLLECTION NAME	CODE	FLAVOUR	  							
			GLUTEN FREE, VEGETARIAN, VEGAN	IMPULSE (7g - 23g)	SNACK PACKS (30g - 32g)	POUCHES (70g - 80g)	BULK CATERING PACKS (335g - 1kg)			
CARAMEL COLLECTION		01 CLASSIC CARAMEL	 							
		07 SALTED CARAMEL ☆ <i>Top Seller</i> ☆	 							
		50 DOUBLE SALTED CARAMEL ☆ <i>Top Seller</i> ☆	 							
		122 TOFFEE ☆ <i>Top Seller</i> ☆	 		 PTO					
CHOCOLATE COLLECTION		08 CARAMEL & BELGIAN CHOCOLATE ☆ <i>Top Seller</i> ☆	 							
		24 CARAMEL & WHITE CHOCOLATE ☆ <i>Top Seller</i> ☆	 							
		53 CARAMEL, WHITE CHOCOLATE & VANILLA BEAN	 		SEASONAL JUL - DEC					
		30 TRIO OF CHOCOLATE			SEASONAL JUL - DEC					
		25 WHITE CHOCOLATE & STRAWBERRY	 		 PTO					
		14 DOUBLE CHOCOLATE CARAMEL	 							
		87 CARAMEL, WHITE CHOCOLATE & RASPBERRY <i>Top Seller</i>	 							
		68 ORANGE CHOCOLATE	 							
		94 CHILLI CHOCOLATE CARAMEL	 		SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC		
FRUIT COLLECTION		02 CARAMEL, COCONUT & CINNAMON	 		 PTO					
		23 TOFFEE APPLE & CINNAMON ☆ <i>Top Seller</i> ☆	 							
		59 STRAWBERRIES & CREAM	 							
NUT COLLECTION		05 CARAMEL & ALMOND	 		 PTO					
		36 PEANUT BUTTER ☆ <i>Top Seller</i> ☆	 							
		54 MAPLE SYRUP & ROASTED PECAN ☆ <i>Top Seller</i> ☆	 							
		16 HONEY & HAZELNUT	 							
		86 PEANUT BUTTER & CHOCOLATE CARAMEL	 		 PTO					
		71 BELGIAN CHOCOLATE & HAZELNUT	 		SEASONAL JUL - DEC					
DESSERT COLLECTION		28 STRAWBERRY CHEESECAKE	 							
		103 BANOFFEE PIE ☆ <i>Top Seller</i> ☆	 		 PTO					
		148 ETON MESS	 		 PTO					
		178 PEANUT BUTTER BLONDIE - <i>New</i> - ☆ <i>Top Seller</i> ☆	 		SEASONAL JUL - DEC					
		182 MILLIONAIRE'S SHORTBREAD - <i>New</i> -								
		180 CHOCOLATE FUDGECAKE - <i>New</i> -			SEASONAL JUL - DEC					
		184 BIRTHDAY CAKE - <i>New</i> -			SEASONAL JUL - DEC					
		66 COOKIES & CREAM			 PTO					
		150 CINNAMON ROLL ☆ <i>Top Seller</i> ☆	 			SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC		
		135 APPLE CRUMBLE ☆ <i>Top Seller</i> ☆	 			SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC		
		85 SPECULOOS	 			SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC		
		158 BAKEWELL TART	 		 PTO					
		167 BLACK FOREST GATEAU			SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC		
		17 VANILLA CHEESECAKE	 		SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC		
	COCKTAIL COLLECTION		49 GIN & TONIC							
		57 COSMOPOLITAN			SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC		
		04 CARAMEL MACCHIATO & WHISKY	 		 PTO					
		99 ESPRESSO MARTINI	 							
		111 PIÑA COLADA	 			SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC		
		56 MOJITO	 		SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC		
		19 PROSECCO	 		SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC		

**KEY:**































**STOCKED** (AVAILABLE ALL YEAR ROUND)



PAIRS PERFECTLY WITH BEER

**PACK TO ORDER** (MIN ORDER 160 UNITS)

PAIRS PERFECTLY WITH WINE

PTO			  					
COLLECTION NAME	CODE	FLAVOUR	GLUTEN FREE, VEGETARIAN, VEGAN	IMPULSE [7g - 23g]	SNACK PACKS	POUCHES [70g - 80g]	BULK CATERING PACKS [335g - 1kg]	GIFTS
COFFEE COLLECTION	09	CARAMEL & ESPRESSO	 					
	74	CAPPUCCINO	 		SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC
BEER COLLECTION	118	GERMAN WEISSBIER			SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC
	116	PALE ALE				SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC
	157	BUDWEISER®						
SWEET & SAVOURY COLLECTION	03	CARAMEL, PEPPER & CHILLI	 					
	13	CHEESE ON TOAST						
	62	CARAMELISED SEA SALT & BLACK PEPPER						
	80	MARMITE®	 					
	181	LEMON GINGERBREAD	 		SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC
	31	GINGERBREAD	 		SEASONAL JUL - DEC			
SAVOURY COLLECTION	11	GOATS CHEESE & BLACK PEPPER ☆ <i>Top Seller</i> ☆						
	12	MATURE CHEDDAR CHEESE ☆ <i>Top Seller</i> ☆						
	42	SMOKED PAPRIKA & CHEDDAR CHEESE						
	61	TRUFFLE	 					
	104	CHEDDAR CHEESE & ONION						
	55	CAMEMBERT CHEESE ☆ <i>Top Seller</i> ☆	 					
	18	BLUE CHEESE, WALNUT & CELERY	 		SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC	
	124	OLIVE OIL, SEA SALT & BLACK PEPPER	 					
	10	OLIVE OIL & SEA SALT	 					
	113	CHEDDAR CHEESE & CHILLI						
CHRISTMAS COLLECTION	33	BRANDY BUTTER	 		SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC
	45	MINT CHOCOLATE	 		SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC
	21	MINCE PIE	 		SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC
	151	EGGNOG	 		SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC
	166	CANDY CANE - <i>New-</i>	 		SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC
	186	YULE LOG - <i>New-</i>	 		SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC
SEASONAL COLLECTION	25HRT	VALENTINES - WHITE CHOCOLATE & STRAWBERRY	 		SEASONAL JAN - FEB	SEASONAL JAN - FEB	SEASONAL JAN - FEB	SEASONAL JAN - FEB
	04HRT	VALENTINES - Caramel Macchiato & Whisky	 		SEASONAL JAN - FEB	SEASONAL JAN - FEB	SEASONAL JAN - FEB	SEASONAL JAN - FEB
	67	VALENTINES - ROSE CHOCOLATE	 		SEASONAL JAN - FEB	SEASONAL JAN - FEB	SEASONAL JAN - FEB	SEASONAL JAN - FEB
	30E	EASTER - TRIO OF CHOCOLATE			SEASONAL FEB - APR	SEASONAL FEB - APR	SEASONAL FEB - APR	SEASONAL FEB - APR
	71E	EASTER - BELGIAN CHOCOLATE & HAZELNUT	 		SEASONAL FEB - APR	SEASONAL FEB - APR	SEASONAL FEB - APR	SEASONAL FEB - APR
	188	EASTER - HOT CROSS BUN - <i>New-</i>	 		SEASONAL FEB - APR	SEASONAL FEB - APR	SEASONAL FEB - APR	SEASONAL FEB - APR
VEGAN COLLECTION	149	HALLOWEEN - PUMPKIN SPICE	 			SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC
	127	VEGAN SALTED CARAMEL	  					
	129	VEGAN TOFFEE APPLE & CINNAMON	  					
	128	VEGAN COCONUT & CACAO	  		SEASONAL JUL - DEC			
	153	VEGAN DARK CHOCOLATE	  					
POPPING CORN	141	MAPLE SYRUP & SEA SALT - <i>New-</i>	  					
	KER400	GIANT 'MUSHROOM' POPPING CORN	  					

Need some help choosing? Please get in touch to chat through the perfect selection for your business - [sales@joeandsephs.com](mailto:sales@joeandsephs.com)



# CHOCOLATE POPCORN BITES














































GOURMET **POPCORN** IN AN INDULGENT **CHOCOLATE CUP**,  
PERFECT FOR POPCORN AND CHOCOLATE LOVERS ALIKE!

NEW



*“A real family favourite! The popcorn is second to none, but with the chocolate it just takes these to another level!”*



	  				
PRODUCT TITLE	GLUTEN FREE, VEGETARIAN, VEGAN	IMPULSE (27g)	POUCHES (60g-63g)	BULK CATERING PACKS (2 SIZES)	GIFTS
MILK CHOCOLATE ORANGE POPCORN BITES 63g - <i>New</i> -	 				
 MILK CHOCOLATE POPCORN BITES 63g <i>Top Seller</i>	 				
 DARK CHOCOLATE POPCORN BITES 63g	 				
 WHITE CHOCOLATE & RASPBERRY POPCORN BITES 63g	 				
CHOCOLATE POPCORN MINI EGGS 60g 	 	SEASONAL JAN - APR	SEASONAL JAN - APR	SEASONAL JAN - APR	SEASONAL JAN - APR
CHOCOLATE POPCORN PUMPKIN BITES 63g 	 		SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC
CHOCOLATE POPCORN STARS 63g 	 		SEASONAL JUL - DEC	SEASONAL JUL - DEC	SEASONAL JUL - DEC
KEY:					
 STOCKED (AVAILABLE ALL YEAR ROUND)	 EASTER SEASONAL FLAVOUR				
 FESTIVE SEASONAL FLAVOUR	 HALLOWEEN SEASONAL FLAVOUR				

**More chocolate than popcorn!**  
Our bestselling chocolate popcorn bites are also available in three seasonal shapes - stars for Christmas, pumpkins for Halloween and eggs for Easter!

- AWARD-WINNING TASTE
- HANDMADE IN GREAT BRITAIN
- GLUTEN FREE
- NO ARTIFICIAL COLOURS, FLAVOURS OR PRESERVATIVES





# CHOCOLATE POPCORN SLABS

MADE WITH OUR **AWARD-WINNING** GOURMET POPCORN  
SMOTHERED IN SILKY SMOOTH BELGIAN CHOCOLATE



- ◆ AVAILABLE IN **FIVE** FLAVOURS - INCLUDING OUR **BRAND NEW CHOCOLATE ORANGE** POPCORN SLAB.
- ◆ VEGETARIAN FRIENDLY, GLUTEN FREE, NO ARTIFICIAL COLOURS FLAVOURS OR PRESERVATIVES.

G V			
PRODUCT TITLE	GLUTEN FREE, VEGETARIAN, VEGAN	CASE SIZE	AVAILABILITY
CHOCOLATE ORANGE POPCORN SLAB <i>-New-</i>	G V	14	
MILK CHOCOLATE POPCORN SLAB	G V	14	
DARK CHOCOLATE POPCORN SLAB	G V	14	
WHITE CHOCOLATE & RASPBERRY POPCORN SLAB	G V	14	
FESTIVE MILK & WHITE CHOCOLATE POPCORN SLAB	G V	14	SEASONAL JUL - DEC
KEY:  STOCKED (AVAILABLE ALL YEAR ROUND)  FESTIVE SEASONAL FLAVOUR			

PERFECT FOR...

- ◆ GROCERY
- ◆ ONLINE
- ◆ DEPARTMENT STORES
- ◆ HOTEL CATERING
- ◆ BARS & CAFÉS

# CHOCOLATE CARAMEL TRUFFLES

INDULGENT CARAMEL ENCASED IN  
A CHOCOLATE SHELL - THE PERFECT GIFT!



- ◆ VEGETARIAN FRIENDLY ◆ GLUTEN FREE ◆ NO PALM OIL
- ◆ RECYCLABLE PACKAGING

- ◆ AVAILABLE IN **THREE** FLAVOURS - SALTED CARAMEL, CHOCOLATE AND OUR **BRAND NEW ESPRESSO MARTINI**

G V			
PRODUCT TITLE	GLUTEN FREE, VEGETARIAN, VEGAN	CASE SIZE	AVAILABILITY
ESPRESSO MARTINI CARAMEL & MILK CHOCOLATE TRUFFLES <i>-New-</i>	G V	6	
SALTED CARAMEL & MILK CHOCOLATE TRUFFLES	G V	6	
CHOCOLATE CARAMEL & DARK CHOCOLATE TRUFFLES	G V	6	
KEY:  STOCKED (AVAILABLE ALL YEAR ROUND)			

PERFECT FOR...

- ◆ RETAIL
- ◆ ONLINE
- ◆ DEPARTMENT STORES
- ◆ CORPORATE GIFTING



# GRAB N GO-URMET! CONVENIENCE RANGE

# SWEET & CRUNCHY POPCORN BARS!



















THE UK'S FIRST PREMIUM POPCORN BAR RANGE

UNDER  
**138**  
KCALs

**SUNFLOWER SEEDS**  
**AIR-POPPED POPCORN**  
**GLUTEN-FREE OATS**  
**WHOLESUME NUTS**

- AVAILABLE IN SINGLE SERVE WITH **LONGER SHELF-LIFE**
- VEGETARIAN FRIENDLY, GLUTEN FREE, NO ARTIFICIAL COLOURS FLAVOURS OR PRESERVATIVES
- OUR **IMPULSE** SNACKING, CONFECTIONERY AND BAR FORMATS PROVIDE PREMIUM SOLUTIONS FOR THE **FOOD-TO-GO** MARKET!

- PERFECT FOR...
- GROCERY
  - CONVENIENCE & MEAL DEALS
  - CONTRACT CATERERS
  - HOTEL MINIBARS
  - PUBS, BARS & CAFÉS
  - TRAVEL RETAIL
  - AIRLINES

		G	V		
PRODUCT TITLE		GLUTEN FREE, VEGETARIAN, VEGAN		IMPULSE	CASE SIZE (Units)
GOURMET POPCORN	SWEET & SALTY 22g		G V		17
	TOFFEE 22g		G V		17
	SALTED BUTTER 20g		G V		17
	SALTED CARAMEL 23g		G V		22
	BELGIAN CHOCOLATE 23g		G V		22
CHOCOLATE POPCORN BITES	MILK CHOCOLATE POPCORN BITES 27g		G V		18
	WHITE CHOCOLATE POPCORN BITES 27g		G V		18
POPCORN BARS	SALTED CARAMEL & NUTS 27g		G V		12 (SRP)
	APPLE & HAZELNUT 27g		G V		12 (SRP)
	CHOCOLATE & ALMOND 27g		G V		12 (SRP)
	ORANGE, PECAN & CINNAMON 27g		G V		12 (SRP)
	COCONUT & PEANUT 27g		G V		12 (SRP)
	ROCKY ROAD POPCORN BAR - MILK CHOCOLATE 35g		V		12 (SRP)

KEY: STOCKED (AVAILABLE ALL YEAR ROUND) PACK TO ORDER (MIN ORDER 160 UNITS)

OUR POPCORN BAR COMES IN **FIVE** FLAVOURS WITH SHELF-READY PACKAGING. IDEAL FOR GENERATING INCREMENTAL SALES IN YOUR **ON-THE-GO** FIXTURE!





# SMALL BATCH CARAMEL SAUCES

Since 2010, we've built a reputation for crafting award-winning popcorn with our **secret smooth caramel recipe**. Now, you can savour our **handcrafted & all-natural** caramel sauce in over 20 irresistible flavours, all made in **small batches** for the finest taste experience.

- PERFECT FOR...
- Cafe's & Coffee Shops
  - Bakery & Patisserie's
  - Ice cream Parlours
  - Retail Stores
  - Department Stores
  - Corporate Gifting



Perfect for drizzling, baking or eating straight from the jar!

Most sauces are available in large 0.95kg squeeze bottles.



CARAMEL SAUCES		GREAT TASTE AWARD	GLUTEN FREE, VEGETARIAN VEGAN	JARS	BULK CATERING BOTTLE
187	WHITE CHOCOLATE CARAMEL SPREAD <i>-New-</i>		G V	🍯	🍯
07	SALTED CARAMEL SAUCE <i>★ Top Seller ★</i>		G V	🍯	🍯
01	STICKY TOFFEE CARAMEL SAUCE <i>★ Top Seller ★</i>		G V	🍯	🍯
08	CHOCOLATE CARAMEL SAUCE <i>★ Top Seller ★</i>		G V	🍯	🍯
23	TOFFEE APPLE & CINNAMON CARAMEL SAUCE		G V	🍯	
74	CAPPUCCINO CARAMEL SAUCE		G V	🍯	
33	BRANDY BUTTER CARAMEL SAUCE 🍷🍷		G V	SEASONAL JUL - DEC	SEASONAL JUL - DEC
15	RUM & RAISIN CARAMEL SAUCE		G V	🍯	
14	STRAWBERRY & MARC DE CHAMPAGNE CARAMEL SAUCE		G V	🍯	
49	GIN & TONIC CARAMEL SAUCE		V	🍯	
17	MADAGASCAN VANILLA CARAMEL SAUCE		G V	🍯	🍯
19	PROSECCO CARAMEL SAUCE		G V	🍯	
103	BANOFFEE PIE CARAMEL SAUCE <i>★ Top Seller ★</i>		G V	🍯	
99	ESPRESSO MARTINI CARAMEL SAUCE		G V	🍯	
85	SPECULOOS CARAMEL SAUCE		G V	SEASONAL JUL - DEC	
110	SALTED CARAMEL CHEESECAKE CARAMEL SAUCE		G V	🍯	🍯
68	ORANGE CHOCOLATE CARAMEL SAUCE 🍷🍷		G V	SEASONAL JUL - DEC	SEASONAL JUL - DEC
34	HOT CROSS BUN CARAMEL SPREAD 🍷		G V	SEASONAL FEB - APR	SEASONAL FEB - APR
146	VEGAN CHOCOLATE CARAMEL SAUCE		G V 🌱	🍯	🍯

KEY: 🍯 STOCKED (AVAILABLE ALL YEAR ROUND) 🍷🍷 FESTIVE SEASONAL FLAVOUR 🍷 EASTER SEASONAL FLAVOUR



# AIRLINE RANGE

GOURMET TREATS 30 000 ft HIGH!

## WHY ARE WE DIFFERENT?

- The perfect in-flight movie snack!
- Over 80 innovative, handmade flavours
- All small pieces sieved out to prevent mess on-board
- Winner of over 90 great taste awards
- Vegetarian, gluten free & halaal certified options available
- Packaging specifically designed for the airline market with no excess air and compostable packaging now also available.

## SOME OF OUR AIRLINE PARTNERS



## BAG IN A BOX



### Foil pack inside a premium card box prevents mess

- Size: 120mm x 104mm x 36mm
- Net weight: 25g
- Available in Double Salted Caramel, Classic Caramel, Cheddar Cheese

## MINI FOIL PACK



### The perfect on-board free issue snack

- Size: 115mm x 100mm
- Net weight: 5-7g
- Flavours available: Salted Caramel, Classic Caramel, Cheddar Cheese, Eton Mess

## FOIL PACK



### The ideal premium cabin on-board snack

- Size: 110mm x 150mm
- Net weight: 18g, 23g & 27g
- Flavours available: Salted Caramel, Classic Caramel, Cheddar Cheese

## MINI TRANSPARENT PACK



### Our unique premium, transparent, re-sealable packaging prevents mess

- Size: 130mm x 145mm
- Net weight: 17g
- Flavours available: Salted Caramel, Belgian Chocolate, Toffee Apple & Cinnamon, Caramelised Salt & Black Pepper

## POPCORN BARS



### An exciting, brand new format for popcorn

- 27g: 180mm x 54mm
- 9g: 104mm x 31.5mm
- Net weight: 9g (New) & 27g
- Available in Chocolate & Almond, Apple & Hazelnut, Orange, Pecan & Cinnamon, and **New** Salted Caramel (No nuts)
- Also available is a brand new Popcorn Rocky Road Bar!

## CONVENIENCE RANGE



### A lower cost, Joe & Seph's buy-on-board snack option

- Size: 190mm x 122mm
- Net weight: 18g - 23g
- Available in Salted Caramel, & Belgian Chocolate

## BULK CATERING PACK



### Ideal for use in airport lounges as well as on-board in 1<sup>st</sup> and business cabins

- Net weight: 250g-1200g depending on flavour
- Available in all Joe & Seph's flavours

## BRAND NEW FOR AIRLINES

## CHOCOLATE TRUFFLES



### An award winning Chocolate Caramel in-flight treat

- Net weight: 20g
- Made with Belgian Milk Chocolate and Salted Caramel Sauce
- Single or double serving available
- Available film wrapped or miniature snack box.

## WRAPPED NEAPOLITANS CHOCOLATES



### Perfect for an after meal treat

- Net weight: 10g
- Available in Milk or Dark Chocolate
- Wrapped in elegant gold foil with a sleeve to seal.

## CORN NUTS



### A flavourful mid-flight snack to pair with a beverage of choice

- Net weight: 20g - 30g



OPTIONS NOW AVAILABLE. ASK US FOR MORE INFO!



## SPECIAL POPCORN FOR A SPECIAL OCCASION!

ULTIMATE GOURMET  
POPCORN SELECTION BOX

12 x 7g mini gourmet popcorn packs,  
perfect for sharing with friends.

New

CHOCOLATE CARAMEL  
TRUFFLES

Our NEW Chocolate Caramel truffles available in 3  
delicious flavours! The ideal indulgent gift.

CHOCOLATE LOVER'S GOURMET  
POPCORN SELECTION BOX

An indulgent selection of Chocolate Popcorn  
and Dark Chocolate Popcorn Bites. A decadent  
mini treat, perfect for all chocoholics!



## POPCORN MINI GIFT BOX

A deliciously decadent mini treat, available in Dark,  
Milk Chocolate Popcorn Bites & Prosecco Popcorn.



## MOVIE NIGHT IN GIFT BOX

Filled with 6 x of the best flavours from our range.  
The perfect snack box for a movie night in!



## POPCORN SELECTION BOX

Our Popcorn Selection Box is filled with 6 x 30g  
snack packs of our best-selling gourmet popcorn!  
185mm x 105mm x 230mm



## POPCORN SHOP TIN

Our Popcorn Shop Tin is beautifully decorated  
with a vintage style Joe & Seph's popcorn shop  
scene and comes filled with 6 x 30g snack packs  
in different flavours.  
185mm x 105mm x 230mm



## GLASS BISCUOTTI JARS

Standard 1.9L Holds up to 320g of popcorn  
Medium 3.8L Holds up to 600g of popcorn  
Large 6.2L Holds up to 1kg of popcorn



## KILNER JARS

Standard 0.5L Holds up to 80g of popcorn  
Medium 1L Holds up to 160g of popcorn



## ROUND TINS

Our Popcorn Tins offer the chance to mix and  
match flavours, which are supplied in separate  
bags inside the tin. These are available in 2 sizes:  
Standard Tin Two flavours, up to 200g  
Large Tin Four flavours, up to 600g



# MERRY POPPIN' CHRISTMAS

The most wonderful time of the year, made even better with popcorn treats! Discover our range of festive creations, from advent calendars and crackers to festive flavours and baubles.



## POPCORN ADVENT CALENDARS

Countdown to the big day with our bestselling Gourmet Popcorn Advent Calendars - available in classic, and vegan.  
350mm x 351mm x 101mm



## 'WHERE'S JOE' ILLUSTRATED POPCORN ADVENT CALENDAR

This magical 24-day advent calendar features a 'Where's Joe' illustrated puzzle. Discover 14 of our best-loved festive flavours, including 2 new creations!  
350mm x 333mm x 101mm



## 7 DAYS TO NEW YEAR POPCORN CALENDAR

Fill the time between Christmas & New Year with a new popcorn every day! Features 7 unique popcorn flavours to help countdown from Christmas to New Year! 241mm x 256mm x 101mm





NEW

FESTIVE POPCORN  
STAR GIFT BOXES

A mini star filled with 32g of our famous  
Salted Caramel popcorn.

A Very Merry Selection of our best-selling Salted  
Caramel Popcorn 40g, Chocolate Yule Log 40g &  
Caramel & White Chocolate 40g.



FESTIVE GOURMET POPCORN

From Mince pie to Candy Cane, discover our  
festive popcorn flavours.



SALTED CARAMEL CRACKER GIFT

Filled with 85g of our famous Salted Caramel Popcorn,  
this is the perfect gift to impress this Christmas!



GIANT CRACKER

Our giant Christmas Cracker includes 6 x 18g Salted  
Caramel Popcorn packs, 6 gold hats and 6 x terrible  
Christmas jokes.

6 pack 185mm x 105mm x 230mm



CHRISTMAS TREE BAUBLES

Filled with 18g and 23g of our Salted Caramel  
Popcorn and comes complete with a gift tag and  
ribbon. Available in red or white round or  
shop tin shape.



SNACK PACK SELECTION BOX

Filled with 4 x 30g snack packs of best sellers or  
a selection of your choice.



CHOCOLATE POPCORN STARS

Salted Caramel popcorn placed on a milk chocolate  
star - available in 105g gift box, or 63g pouch.



VEGAN POPCORN MINI GIFT BOX

Our Festive Mini Gift boxes are filled with 30g of  
handmade gourmet popcorn. Available in  
Vegan Salted Caramel.



GOURMET CHRISTMAS SELECTION BOX

Our Christmas Selection Box is filled with 6 or 12  
32g snack packs of our Christmas flavours!



CHRISTMAS STOCKING

Our Christmas Stocking includes a variety of  
10 x 30g snack packs of our popcorn including  
festive flavours Mince Pie and Candy Cane!



# NEST-LEVEL EASTER GIFTS!

AN EGGS-CELLENT SELECTION OF OUR TOP GIFT IDEAS FOR EASTER



## CHOCOLATE POPCORN MINI EGGS

Featuring our famous Salted Caramel Popcorn placed in a milk chocolate mini egg. Available in a 63g pouch and 42g mini gift box.



## EASTER POPCORN HAMPER

Gourmet hamper including 3 x 75g Easter pouches, 63g Popcorn Mini Eggs, Hot Cross Bun spread and a Chocolate Lover's Gift Box



## EASTER SELECTION BOX

Presented in a premium white and gold gift box and featuring 6 x 30g snack packs of our limited edition Easter Popcorn. All lovingly handmade in London.



## HOT CROSS BUN CARAMEL SPREAD

A taste of Easter! Enjoy this sweet and rich 230g caramel spread over toast, add to Easter home baking and of course smothered on Hot Cross Buns.



## LIMITED-EDITION EASTER POPCORN

Our Easter collection is available in 3 limited-edition flavours, including crunchy Chocolate & Hazelnut, aromatic Hot Cross Bun and indulgent Trio of Chocolate.



## MOTHER'S DAY GIFTING



### PAMPER NIGHT IN GIFT BOX

Filled with decadent treats packed in a gold gift box.



### PROSECCO POPCORN MINI GIFT

30g of floral Prosecco Popcorn



### MUM'S JAR OF TREATS BISCONTI

A glass Biscotti jar, lovingly filled with 320g of handmade popcorn.



### FOR HER HAMPER

Spoil her with this luxurious hamper, featuring our most indulgent treats.

## FATHER'S DAY GIFTING



### FATHER'S DAY SELECTION

Features 6 pub-inspired gourmet popcorn snack packs. Flavours infused with beer & perfect pairing flavours for a cold pint.



### FATHER'S DAY GIFT BOX

Presented in our gold gift box and including 5 pouches such as Budweiser & Marmite Popcorn



### TOP OF THE POPS BISCONTI

A glass Biscotti jar, lovingly filled with 320g of handmade popcorn.



### FOR HIM HAMPER

Spoil him with this wicker hamper, featuring our most indulgent treats including our award-winning Dark Chocolate Popcorn Bites.

# SHARE THE LOVE



### VALENTINE'S POPCORN SELECTION

Featuring 6 x 32g snack packs of our limited-edition Valentine's Popcorn in our signature white gift box.



### VALENTINE'S NIGHT IN

Celebrate Valentine's in delicious style with this Gift Box, featuring our most romantic treats!



### VALENTINE'S GOURMET POPCORN

Our three 80g limited-editions include: Rose Chocolate, White Chocolate & Strawberry and Caramel Macchiato & Whisky.



### VALENTINE'S HAMPER

Make your Valentine swoon with this luxurious hamper, including our limited-edition flavours.

## HALLOWEEN GIFTING

## TRICK OR TREAT!



### CHOCOLATE POPCORN PUMPKINS

Featuring our warming pumpkin spice popcorn sumptuously placed in a devilishly decadent, milk chocolate pumpkin. This 63g premium pouch is perfect for trick or treating!



### AUTUMNAL POPCORN

Our autumnal popcorn collection is all handmade in London and includes aromatic Toffee Apple & Cinnamon, warming Speculoos award-winning Pumpkin Spice. Perfect for cosy evenings, Halloween gatherings and pumpkin carving parties!



### TOFFEE APPLE & CINNAMON CARAMEL

Made with fresh double cream, crisp apple and warming cinnamon. This wickedly tasty caramel sauce 230g is perfect for Halloween baking.



## CHOCOLATE + CARAMEL FOUNTAIN



## VELVETY SMOOTH CHOCOLATE OR CARAMEL SAUCE AT THE TURN OF A SWITCH!



### CHOCOLATE + CARAMEL FOUNTAIN

Perfectly coat your fruit, marshmallows, or popcorn, in a luxurious silky-smooth chocolate or caramel sauce. All at the turn of a switch!

### FOUNTAIN CARAMEL SAUCE

For a smooth and sweet flowing caramel curtain. Use our specially made Fountain Caramel Sauce. Pour up to 0.95kg and enjoy with family or friends.



IDEAL FOR WEDDINGS AND PARTIES & CHOCOLATE AND CARAMEL LOVERS!

## BECOME A POPCORN CHEF AT HOME!



## MAKE YOUR OWN GOURMET POPCORN



### POPCORN MAKER

Air-pop your own gourmet popcorn at home in just 2 ½ minutes!

### MAKE YOUR OWN POPCORN KITS

Contains everything you need to make Joe's most famous gourmet popcorn recipes in the comfort of your own kitchen. Available in a Gift Tin as a variety pack or single flavour and as a single serve box - 1 sauce jar and popping corn sachet across 5 flavours.



### POPPING CORN

Giant 'mushroom' kernels that we use in our usual popcorn, ready to be popped by you.

### POPCORN CARTONS

Complete the ultimate movie night in experience or amp up your next bash with these premium, cinema-inspired popcorn cartons.





## EVENTS

We offer a range of customisable solutions guaranteed to impress your event guests or corporate clients.



### POPCORN BAR

Cater for a small to large crowd, with fully prepared popcorn, glass jars, serving spoons and sampling cups.



### POPCORN WARMER

Best served warm! Filled with pre-popped popcorn of your choice.



### POPCORN DISPENSER

Perfect for self serve or grab-n-go



### POPCORN BICYCLE

Impress guests with an iconic serve at your next event!



PERFECT FOR...

- CORPORATE EVENTS
- GOODY BAGS
- WEDDING FAVOURS

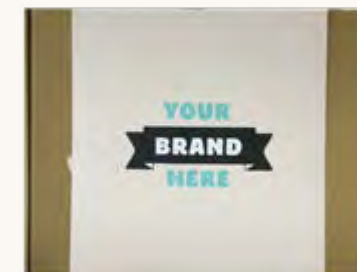
## CORPORATE GIFTING

Make it yours with a joint branded popcorn pack or popcorn gift. Add a logo, image or message and it can be printed directly onto a headercard or joint branded sleeve.



### POPCORN POUCH OR SNACK PACK

Choose from our wide range of flavours



### GOLD GIFT BOX

A premium option to present your gift



### GOURMET POPCORN SELECTION BOX

Contains 6 or 12 of our best-selling flavours



### POPCORN ADVENT CALENDAR

Vegan option also available

### JOINT BRANDED CRITERIA

Images or logo's must be 300dpi or PDF format.

For a swift delivery please ensure your logo or images are provided in high resolution.

Get in touch to discuss your requirements! [sales@joeandsephs.com](mailto:sales@joeandsephs.com)



# PARTNERSHIPS

Take it a step further and join the family with an exclusive partnership for a limited time.  
Get in touch to discuss a product partnership! [marketing@joeandsephs.com](mailto:marketing@joeandsephs.com)



# RECOMMENDED PLANOGRAMS

## CHRISTMAS



	Product Title	Flavour	Dimensions			Facings
			Hcm	Dcm	Wcm	
4 <sup>th</sup> Shelf	Vegan Popcorn Advent Calendar	Multiple	35.5	10.1	35.1	1
	Popcorn Advent Calendar (Exp)	Multiple	46.5	10.1	35.1	1
	Popcorn Cracker	Salted Caramel	28.0	10.1	10.1	1
	Ultimate Popcorn Selection	Multiple	25.1	9.5	13.8	1
	Chocolate Lovers Popcorn	Multiple	15.7	8.7	9.0	1
3 <sup>rd</sup> Shelf	Very Merry Popcorn Star	Yule Log, Salted Caramel & White Choc	25.5	9.5	26.0	1
	Milk Chocolate Popcorn Stars Pouch	Salted Caramel & Chocolate	19	5.5	12	1
	Festive Popcorn Slab	Salted Caramel & Milk & White Chocolate	19	5.5	12	1
	Salted Caramel Popcorn Star	Salted Caramel	14	7.6	7.6	1

	Product	Flavour	Dimensions			Facings
			Hcm	Dcm	Wcm	
2 <sup>nd</sup> Shelf	Milk Chocolate Bites Pyramid	Salted Caramel & Milk Chocolate	15.7	8.7	12.4	1
	Dark Chocolate Bites Pyramid	Salted Caramel & Dark Chocolate	15.7	8.7	12.4	1
	Make Your Own Popcorn Kit	Salted Caramel	7	10	15	1
	Sauces	Brandy Butter	8.5	8	8	2
	Sauces	Chocolate Caramel	8.5	8	8	2
	Sauces	Sticky Toffee	8.5	8	8	2
	Sauces	Salted Caramel	8.5	8	8	2
Bottom Shelf	Pouches	Brandy Butter	24.5	7	12	1
	Pouches	Mint Chocolate	24.5	7	12	1
	Pouches	Mince Pie	24.5	7	12	1
	Pouches	Caramel & White Chocolate	24.5	7	12	1
	Pouches	Toffee Apple & Cinnamon	24.5	7	12	1
	Pouches	Caramel & Belgian Chocolate	24.5	7	12	1
	Pouches	Peanut Butter	24.5	7	12	1



# ALL YEAR ROUND



	Product	Flavour	Dimensions Hcm Dcm Wcm			Facings
Top Shelf	Chocolate Caramel Truffles	Salted Caramel, Milk Chocolate	15	8	8	1
	Chocolate Caramel Truffles	Chocolate Caramel, Dark Chocolate	15	8	8	1
	Chocolate Caramel Truffles	Espresso Martini, Milk Chocolate	15	8	8	1
	Pouches	Caramel & Belgian Chocolate	24.5	7	12	1
	Pouches	Toffee Apple & Cinnamon	24.5	7	12	1
	Pouches	Salted Caramel	24.5	7	12	1
	Pouches	Caramel & White Chocolate	24.5	7	12	1
	Pouches	Peanut Butter	24.5	7	12	1
3rd Shelf	Popcorn Bites	White Chocolate & Raspberry	19	6	13	1
	Popcorn Bites	Salted Caramel & Dark Chocolate	19	6	13	1
	Popcorn Bites	Salted Caramel & Milk Chocolate	19	6	13	1
	Popcorn Bites	Orange & Milk Chocolate	24.5	7	12	1
	Chocolate Popcorn Slabs	White Chocolate & Raspberry	24.5	7	12	1
	Chocolate Popcorn Slabs	Vegan Dark Chocolate	24.5	7	12	1
	Chocolate Popcorn Slabs	Milk Chocolate & Salted Caramel	24.5	7	12	1
	Chocolate Popcorn Slabs	Milk Chocolate & Salted Caramel	24.5	7	12	1
	Chocolate Popcorn Slabs	Milk Chocolate & Orange Chocolate	24.5	7	12	1

	Product	Flavour	Dimensions Hcm Dcm Wcm			Facings
2nd Shelf	Milk Chocolate Bites Pyramid	Salted Caramel & Milk Chocolate	15.7	8.7	12.4	1
	Dark Chocolate Bites Pyramid	Salted Caramel & Dark Chocolate	15.7	8.7	12.4	1
	Convenience Bags	Salted Caramel	7	10	15	1
	Make Your Own Popcorn Kit	Salted Caramel	7	10	15	1
	Sauces	Chocolate Caramel	8.5	8	8	2
	Sauces	Sticky Toffee	8.5	8	8	2
Bottom Shelf	Sauces	Salted Caramel	8.5	8	8	2
	Popcorn Maker	N/A	25.5	9.5	26	1
	Mushroom Popping Corn	N/A	7.7	20.5	20.5	1
	Popcorn bars	Apple	3	5	20	1
	Popcorn bars	Salted Caramel	3	5	20	1
	Popcorn Rocky Road bars	Chocolate, Popcorn & Biscuit	3	5	20	1

# CHOCOLATE GIFTING



	Product	Dimensions Width (cm)	Facings
Top Shelf	Classic Chocolate Selection	16	2
	Chocolate Truffle Selection	16	2
	Happy Birthday Chocolate Selection	16	2
2nd Shelf	Salted Caramel & Milk Chocolate Truffles	8	2
	Chocolate Caramel, Dark Chocolate Truffles	8	2
	Espresso Martini, Milk Chocolate Truffles	8	2
	Chocolate Caramel Dark Chocolate Bar	TBC	2
	Salted Caramel Milk Chocolate Bar	TBC	2
	Milk Chocolate & Salted Caramel Popcorn Slab	12.5	1
Bottom Shelf	Dark Chocolate & Chocolate Caramel Popcorn Slab	12.5	1
	White Chocolate & Raspberry Popcorn Slab	12.5	1
	Milk Chocolate & Chocolate Orange Popcorn Slab	12.5	1

# EASTER



	Product	Dimensions Width (cm)	Facings
Top Shelf	Chocolate Popcorn Mini Egg Pouch	13	1
	Hot Cross Bun Caramel Sauce	8	4
	Gingerbread Pouch	14	1
	Belgian Chocolate & Hazelnut	14	1
	Hot Cross Bun Pouch	14	1
2nd Shelf	Trio of Chocolate Pouch	14	1
	Easter Snack Pack 6x selection box	42.5	1
	Millionaire Shortbread Caramel Sauce	8	2
Bottom Shelf	Chocolate Popcorn Mini Egg Bauble	9.5	3
	Chocolate + Caramel Fountain	20.5	1
	Fountain Caramel Sauce	7	2
	Milk Chocolate Buttons	12	1
	Dark Chocolate Buttons	12	1
	White Chocolate Buttons	12	1



## DISCOVERY BOOST

WITH OVER **90+ GREAT TASTE AWARDS**, IN-STORE SAMPLING OF OUR GOURMET POPCORN IS A **POWERFUL TOOL** IN GETTING YOUR CUSTOMERS TO FALL IN **LOVE AT FIRST TASTE!**



### Sampling Kit Includes:

- Gourmet popcorn and Caramel sauce sample stock
- Kilner jars
- Serving spoons
- Sampling staff aprons
- Caramel sauce tasting sticks

## VISIBILITY BOOST

WITH UP TO **76% OF SHOPPING DECISIONS MADE AT POINT OF SALE**, WE CAN MAKE YOUR SHELVES POP AND **CLARIFY OUR OFFER** FOR YOUR CUSTOMERS.



**Shelf Strip Dimensions:** 1000 (W) x 40 (H)

**Shelf Wobblers:** 100 (H)

Shelf Strips and wobblers available to order for our Chocolate Popcorn Bites, Gourmet Popcorn and Caramel Sauce ranges.

## POS

## SALES BOOST

INCREASE YOUR **INCREMENTAL SALES** WITH MULTIPLE TOUCH POINTS FOR **YOUR CATEGORY**.

### Free-Standing Display Unit (Wood)



Product	Dimensions Width (cm)	Facings
Gourmet Popcorn Pouches (80g)	14	8
Chocolate Popcorn Bites (63g)	14	5

### Bar Top Crate Display Unit



Product	Dimensions Width (cm)	Facings
Gourmet Popcorn Pouches (80g)	14	3

Tray available in various sizes

### Free-Standing Cardboard Display Unit Convenience Range



Product	Dimensions Width (cm)	Facings
<b>NEW</b> Gourmet Popcorn (23g)	14	6
Chocolate Popcorn Bites (27g)	12	6
Popcorn Bars	18	2

### Free-Standing Cardboard Display Unit All-Year-Round Gifting



Product	Dimensions Width (cm)	Facings
<b>NEW</b> Chocolate Slabs (115g)	15	2
Chocolate Popcorn Pyramids (45g)	12	2
Make Your Own Popcorn Kits	15	1
Chocolate Popcorn Bites (63g)	12	2
Gourmet Popcorn Pouches (80g)	14	2





## GET IN TOUCH!

For sample requests and enquiries please email  
**[sales@joeandsephs.com](mailto:sales@joeandsephs.com)** or call us on **+44 (0)20 3697 0203**

Discover more at **[joeandsephs.co.uk](http://joeandsephs.co.uk)**

Follow the journey of our family-run business **@joeandseph** 